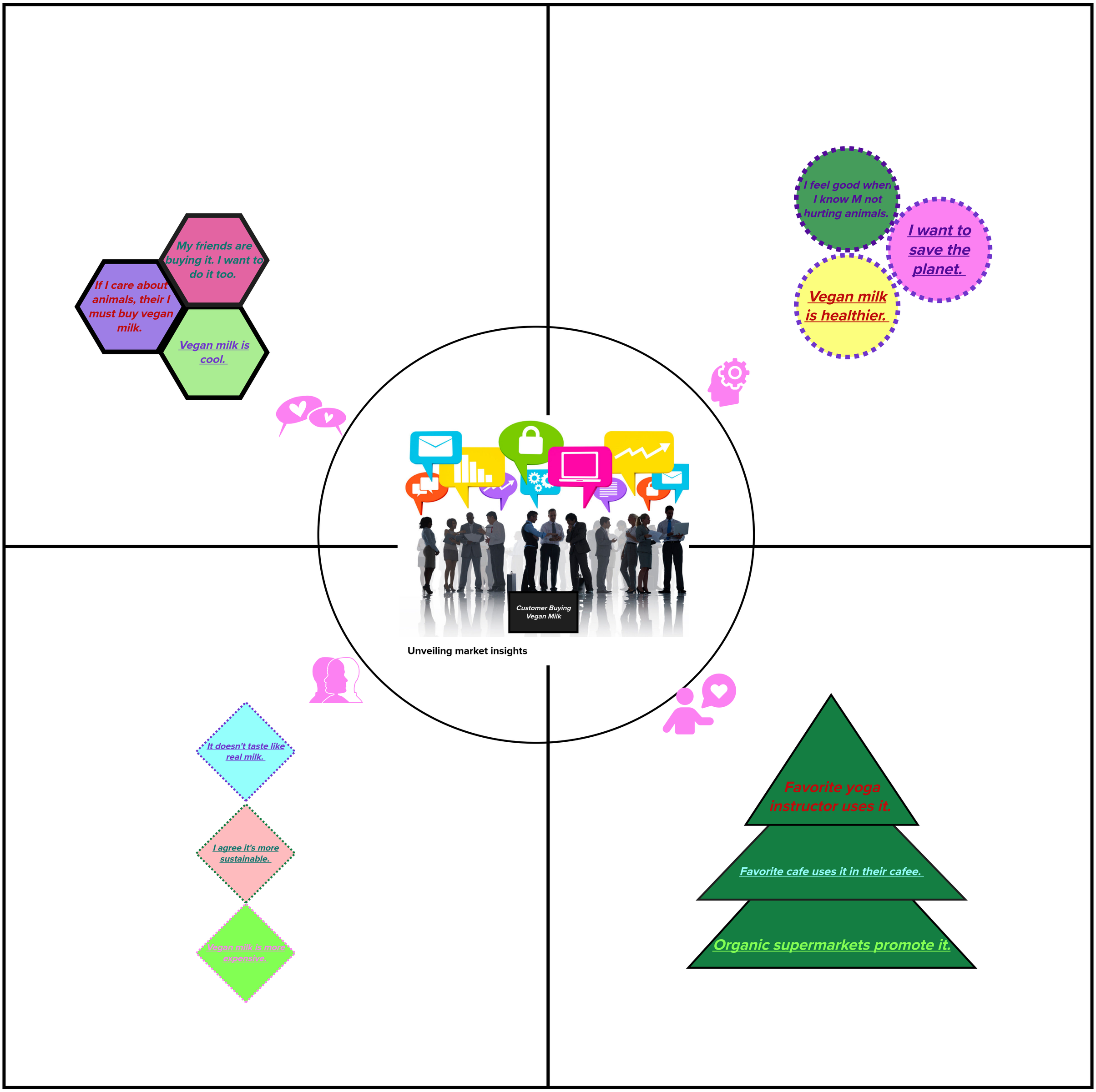
Empathy Map


My friends are buying it. I want to do it too.
If I care about animals, their I must buy vegan milk.
Vegan milk is cool.
I feel good when I know M not hurting animals.
I want to save the planet.
Vegan milk is healthier.
Customer Buying Vegan Milk
Unveiling market insights
It doesn't taste like real milk.
I agree it's more sustainable.
Vegan milk is more expensive.
Favorite yoga instructor uses it.
Favorite cafe uses it in their cafee.
Organic supermarkets promote it.